

**A SOCIOLINGUISTICS ANALYSIS ON ADDRESS TERMS FOUND IN
THE BLOOD OF OLYMPUS NOVEL AND ITS TRANSLATION**



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Proposed by:

Alvy Mayrina Pribadi
A 320 120 039

**DEPARTMENT OF ENGLISH EDUCATION
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MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

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APPROVAL

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by:

ALVY MAYRINA PRIBADI

A 320 120 039

Approved by Consultant

Consultant



Dra. Siti Zuhriah Ariatmi, M.Hum.

NIK. 225

ACCEPTANCE

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by:

ALVY MAYRINA PRIBADI

A320120039

Accepted by the Board Examiners School of Teacher and Education

Muhammadiyah University of Surakarta

On May, 31st, 2016

The Board of Examiners

Dra. Siti Zuhriah Ariatmi, M. Hum



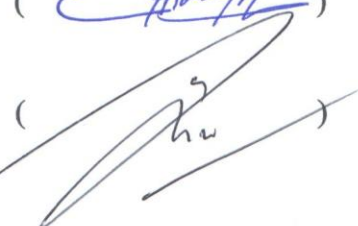
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Surakarta, May 16th, 2016

The writer



ALVY MAYRINA PRIBADI

A320120039

A SOCIOLINGUISTICS ANALYSIS ON ADDRESS TERMS FOUND IN *THE BLOOD OF OLYMPUS* NOVEL AND ITS TRANSLATION

Abstrak

ALVY MAYRINA PRIBADI, A320120039. **A SOCIOLINGUISTICS ANALYSIS ON ADDRESS TERMS FOUND IN *THE BLOOD OF OLYMPUS* NOVEL AND ITS TRANSLATION.** Laporan Penelitian, Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Surakarta. Mei 2016.

Penelitian ini bertujuan untuk mendiskripsikan jenis-jenis kata sapaan, kesepadanan alasan dalam memilih kata sapaan, dan faktor-faktor sosial yang mempengaruhi penggunaan kata sapaan dalam novel *Blood of Olympus* dan terjemahannya. Penelitian ini merupakan penelitian diskriptif kualitatif. Sumber data dari penelitian ini adalah novel *Blood of Olympus* dan terjemahannya *Darah Olympus*. Data dari penelitian ini berupa dialog yang mengandung kata sapaan yang digunakan oleh karakter-karakter dalam novel. Teknik pengumpulan data menggunakan dokumentasi dengan langkah-langkah sebagai berikut: membaca novel, menandai dialog yang mengandung kata sapaan, dan memberi kode pada data. Teknik analisis data menggunakan langkah-langkah sebagai berikut: mendiskripsikan jenis-jenis kata sapaan dengan menggunakan teori Tillit, Chaika, dan Wardhaugh, menganalisis kesepadanan alasan dalam memilih kata sapaan dengan menggunakan teori *Ethnography of Communication* dari Hymes, menganalisis faktor-faktor sosial yang mempengaruhi penggunaan kata sapaan dengan menggunakan teori Wardhaugh. Dari penelitian ini ditemukan empat belas jenis kata sapaan, yang meliputi: (1) gelar (*title*) yang dibagi menjadi tiga jenis, gelar kehormatan (ToH), gelar pekerjaan (ToC), pangkat atau kedudukan (ToR); (2) nama depan (FN); (3) nama depan singkat (SFN); (4) nama depan diminutif (DFN); (5) nama belakang (LN); (6) nama lengkap (FN); (7) gelar diikuti nama belakang (TLN); (8) gelar diikuti nama depan (TFN); (9) panggilan kasih sayang (EN); (10) istilah kekeluargaan (KT); (11) istilah ejekan (MT); (12) nama panggilan (NN); (13) teknonim (Tkn); (14) panggilan kasih sayang diikuti nama depan (EN+FN). Kedua, ada 187 data atau 98,94% yang setara dan 2 data atau 1,06% tidak setara. Ada delapan alasan menggunakan kata sapaan: (1) untuk menunjukkan keakraban, (2) untuk menunjukkan keunggulan, (3) untuk menunjukkan rasa hormat, (4) untuk menunjukkan kemarahan, (5) untuk menunjukkan pengetahuan, (6) untuk menegaskan kekuasaan, (7) untuk menawarkan solidaritas, dan (8) untuk mengejek. Terakhir, ada enam faktor sosial yang mempengaruhi penggunaan kata sapaan: (1) tingkat keakraban (DI), (2) pangkat (RO), (3) hubungan keluarga (FR), (4) status transaksional (TS), (5) hirarki pekerjaan (OH), dan (6) kesempatan tertentu (PO).

Kata Kunci: sapaan, tipe, kesetaraan, alasan, faktor sosial, sosiolinguistik

Abstracts

ALVY MAYRINA PRIBADI, A320120039. **A SOCIOLINGUISTICS ANALYSIS ON ADDRESS TERMS FOUND IN *THE BLOOD OF OLYMPUS* NOVEL AND ITS TRANSLATION.** Research Paper, School of Teacher Training and Education Faculty. Muhammadiyah University of Surakarta. May, 2016.

The research aims at describing the variations of the types of address terms, the equivalence of reasons of choosing the address terms, and the social factors affecting the use of address terms found in *The Blood of Olympus* novel and its translation. The type of the research is descriptive qualitative research. The data sources are *Blood of Olympus* novel and its translation *Darah Olympus*. The data of this research are dialogues containing address terms used by the characters. Technique of collecting data is documentation, the steps are: reading the novel, underlying the dialogues containing address terms, and giving codes of the data. The technique of analyzing data are describing the data into the address terms types by using Tillit's, Chaika's,

and Wardhaugh's theory; analyzing the equivalence of the reason of address terms by using Hymes' theory of Ethnography of Communication; analyzing the social factors of the address terms by using Wardhaugh's theory of Social Factors of Addressing. The result of the research shows that firstly, there are fourteen types of address terms found: (1) title (T) which is divided into three types, title of honorific (ToH), title of occupation (ToC), and title of rank (ToR); (2) first name (FN); (3) short first name (SFN); (4) diminutive first name (DFN); (5) last name (LN); (6) full name (F~~N~~); (7) title plus last name (TLN); (8) title plus first name (TFN); (9) endearment (EN); (10) kinship term (KT); (11) mockery term (MT); (12) nickname (NN); (13) teknonym (Tkn); (14) endearment plus first name (EN+FN). Secondly, there are 187 data or 98.94% are equivalent and 2 data or 1.06% are not equivalent. There are eight reasons of choosing address terms: (1) to show intimacy, (2) to show superiority, (3) to show respect, (4) to show anger, (5) to show familiarity, (6) to assert power, (7) to offer solidarity, and (8) to mock. Lastly, there are six social factors affecting the use of address terms: (1) degree of intimacy (DI), (2) rank of other (RO), (3) family relationship (FR), (4) transactional status (TS), (5) occupational hierarchy (OH), and (6) particular occasion (PO).

Key words: address term, type, equivalence, reason, social factor, sociolinguistics

1. INTRODUCTION

In communicating, people habitually call or refer to other by using address terms which are appropriate to them. Fasold (1990: 1) defined address forms as "the words speakers use to designate the person they are talking to while talking to them."

Address terms have an important role in a society, since they believe that they reflect politeness and appropriateness in communication. When people use certain address term, it will not only reflect the relationship between the addresser and the addressee but also the social factor which affects them in choosing the address term. They will be seen polite if they address others by using appropriate address terms and also the opposite.

Since address terms are important to maintain the relationship in society, people should understand the types of address terms and role in using address terms itself. Wardhaugh (1998:263) states, "In addressing another, the choice of name which you use for the other depends both on your knowledge of exactly who that other is and on the circumstances of the meeting."

Address terms are not only found in real communication, but also in some literary works. Literary works are the real form of human feeling, thought, and creativity. They can be in the form of poetry, prose, novel and etc.

Novel is the most popular literary work. People prefer the novel to others to get something educating and amusing because novel is a long printed story about imagery characters and events. It tells about characters and characterization in daily life. A novel can also be defined as a fictional story which is written in words and has intrinsic and extrinsic element.

The intrinsic element of a novel consists of theme, character and characterization, plot, setting, point of view and moral value. The extrinsic element of a novel consists of the author's background (economic, culture, and social).

Characters and characterization as one of the intrinsic element of a novel has an important role for the novel itself and for the readers. They can build the novel story and make it more interesting to be read. The author of the novel often uses address terms to strengthen the characterization of the character and the relationship among characters. They are usually found in most of written conversation of the novel.

In some novels, especially which set in palace, it can be found assorted types of address terms which is used by characters. It occurs because of some social differences like power, age, hierarchy, gender, and etc.

In mythological novel by Rick Riordan entitled *The Blood of Olympus* which tells about the demigods' adventure and ancient Roman and Greek gods and goddess, is also found some uses of address terms. An interesting example is when the demigod addresses his or her parent who is also god or goddess by using honorific address term like *Your Majesty*, but in other occasion he or she address his or her parent by using *mother* or *father* which shows family relationship.

By conducting this research, the writer wants to analyze the address terms found in *The Blood of Olympus* novel. It is the final book of *The Heroes of Olympus* series which was released on October 7, 2014. She wants to know the types of the address terms, the equivalence of reasons of choosing the address terms, and the social factors affect the use of address terms.

The phenomena of address terms can be observed from a social interaction as reflected in this novel which can be seen in the following example.

SL: Annabeth : "What are you doing here, **Your Bovine Majesty?**"
 Juno : "Annabeth Chase. As charming as ever."
 TL: Annabeth : "*Sedang apa Anda disini, wahai **Paduka Penguasa Sapi?***"
 Juno : "*Annabeth Chase. Memesona seperti biasa.*"

The example above is a conversation between Annabeth and Goddess Juno. The conversation takes place in the ancient palace of Odysseus. Annabeth is the daughter of Athena, Greek goddess of wisdom, while Juno is goddess of women, marriage, and fertility. So, their relation is demigod and goddess, where Annabeth is inferior and Juno is superior.

In this conversation, Annabeth asks Juno who suddenly appears in front of her and her friends. It can be seen that she addresses Juno by using honorific term *Your Bovine Majesty*. At a glance, the address term used by Annabeth to address Juno is to show that she respects Juno as goddess, but actually, she wants to show her anger to Juno by adding *Bovine* on the address term. It is because Annabeth was in a bad humor to Juno, the one who made her boy friend lost his memory.

The address term used by Annabeth *Your Bovine Majesty* to address Juno is translated into Indonesian *Paduka Penguasa Sapi*. Based on the context, the use of Indonesian *Paduka Penguasa Sapi* is also to show anger. So, it can be concluded that the reasons of choosing the address term *Your Bovine Majesty* and Indonesian *Paduka Penguasa Sapi* in this conversation are equivalence. Then, the social factor which affects the use of address term is social status or rank of other (RO).

From the phenomenon found in *The Blood of Olympus* novel as explained above, the writer is highly motivated to analyze the address terms by using sociolinguistics approach by doing a research entitled **A SOCIOLINGUISTICS ANALYSIS ON ADDRESS TERMS FOUND IN THE BLOOD OF OLYMPUS NOVEL AND ITS TRANSLATION.**

2. RESEARCH METHOD

This research is descriptive qualitative research. Qualitative approach is employed because the researcher wants to focus on describing phenomena of address terms which occur in *Blood of Olympus* novel and its translation *Darah Olympus*.

The researcher uses documentation as the technique of collecting data. The steps are as follows:

- (1) Reading the novel.
- (2) Underlying the dialogues which contain address terms.
- (3) Giving codes of the data.

The steps of analyzing data are as follows:

- (1) Describing the address terms types by using Tillit's, Chaika's, and Wardhaugh's theory.

- (2) Analyzing the equivalence of the reasons of address terms by using Hymes' theory of Ethnography of Communication.
- (3) Analyzing the social factors of the address terms by using Wardhaugh's theory of Social Factors of Addressing.

3. RESULT AND DISCUSSION

3.1 Variations of the Types of Address Terms Found in *The Blood of Olympus* Novel and Its Translation

In the first analysis, the researcher analyzed the variations of the types of address terms found in *The Blood of Olympus* novel and its translation by using Tillit's, Chaika's, and Wardhaugh's theory. In this research, the researcher found fourteen types from 189 address terms as showed in the following table:

No.	Address Term Type		Amount (Σ)	Percentage (%)
	SL	TL		
1.	Title (T) -Title of Honorific (ToH) - Title of Occupation (ToC) -Title of Rank (ToR)	- Title of Honorific (ToH) - Title of Occupation (ToC) - Title of Rank (ToR)	12 10 7	6.35 5.29 3.70
2.	First Name (FN)	- First Name (FN) - TFN	42 1	22.22 0.52
3.	Short First Name (SFN)	Short First Name (SFN)	3	1.59
4.	Diminutive First Name (DFN)	First Name (FN)	1	0.53
5.	Last Name (LN)	Last Name (LN)	11	5.82
6.	Full Name (FN)	Full Name (FIN)	14	7.41
7.	Title + Last Name (TLN)	Title + Last Name (TLN)	2	1.06
8.	Title + First Name (TFN)	Title + First Name (TFN)	5	2.65
9.	Endearment (EN)	Endearment (EN)	26	13.76
10.	Kinship Term (KT)	Kinship Term (KT)	17	8.99
11.	Mockery Term (MT)	Mockery Term (MT)	13	6.88
12.	Nickname (NN)	- Nickname (NN) - Title of Honorific (ToH)	15 1	7.93 0.53
13.	Teknonym (Tkn)	Teknonym (Tkn)	8	4.23
14.	Endearment + First Name (EN+FN)	First Name + Endearment (FN+EN)	1	0.53
Total			189	100

Table 3.1
Types of Address Terms

As showed in the table 3.1, the researcher found fourteen types of address term in source language (SL). From 189 address terms, First Name (FN) dominates with 43 occurrences or 22.75%

From the table, it is also clear that the researcher found 12 data or 6.35% refer to title of honorific (ToH), 10 data or 5.29% refer to title of occupation (ToC), 7 data or 3.70% refer to title of rank (ToR), 43 data or 22.75% refer to first name (FN), 3 data or 1.59% refer to short first name (SFN), 1 data or 0.53% refer to diminutive first name (DFN), 11 data or 5.82% refer to last name (LN), 14 data or 7.41% refer to full name (FN), 2 data or 1.06% refer to title plus last name (TLN), 5 data or 2.65% refer to title plus first name (TFN), 26 data or 13.76% refer to endearment (EN), 17 data or 8.99% refer to kinship term (KT), 13 data or 6.88% refer to mockery term (MT), 16 data or 8.46% refer to nickname (NN), 8 data or 4.23% refer to teknonym (Tkn), and 1 data or 0.53% refer to endearment plus first name (EN+FN).

Then, there are four address terms or 2.12% which get the change of the type in TL. Firstly, First Name (FN) changed into Title+First Name (TFN). Secondly, Nickname (NN) changed into Title of Honorifics (ToH). Third, Diminutive First Name (DFN) changed into First Name (FN). And last Endearment + First Name (EN+FN) had the structural change into FN+EN.

In this research, the writer also found five types of address term which do not stated in Tillit's, Chaika's, and Wardhaugh's theory. They are Full Name (FN), Title plus First Name (TFN), Mockery Term (MT), Teknonym (Tkn), and Endearment plus First Name (EN+FN).

3.2 Equivalence of Reasons of Choosing the Address Terms Found in *The Blood of Olympus* Novel and Its Translation

In the second analysis, researcher analyzed the equivalence of the reason of choosing the address terms. Firstly, she analyzed the conversation by using Hymes' theory of Ethnography of Communication to know the reason of choosing address terms. Then, she compared the reason of choosing addressing in source language (SL) and in target language (TL). From 189 data, she found eight reasons of choosing address terms as shown in the following table.

No.	Reason of Choosing Address Terms		Amount (Σ)	Percentage (%)
	SL	TL		
1.	To show intimacy	- To show intimacy - To show respect	97 1	51.32 0.53
2.	To show superiority	To show superiority	12	6.35
3.	To show respect	To show respect	35	18.52
4.	To show anger	To show anger	5	2.65
5.	To show familiarity	To show familiarity	8	4.23
6.	To assert power	To assert power	15	7.94
7.	To offer solidarity	- To offer solidarity - To show respect	7 1	3.70 0.53
8.	To mock	To mock	8	4.23
Total			189	100

Table 3.2
Reasons of Choosing Address Terms

As displayed in table 3.2, it is clear that the reason of choosing address terms in *The Blood of Olympus* novel are to show intimacy included 98 data or 51.85% (97 data or 51.32% are equivalent and

1 data or 0.53% is not equivalent since it is used to show respect in TL), to show superiority included 12 data or 6.35%, to show respect included 35 data or 18.52%, to show anger included 5 data or 2.65%, to show familiarity included 8 data or 4.23%, to assert power included 15 data or 7.94%, to offer solidarity included 8 data or 4.23% (7 data or 3.70% are equivalent and 1 data or 0.53% is not equivalent, since it is used to show respect in TL) , and to mock included 8 data or 4.23%.

In conclusion, the dominant reason of choosing address terms is *to show intimacy* with percentage 51.85% and the reason of choosing address terms which occurred rarely is *to show anger* with 2.65%.

No.	Reason of Choosing Address Terms		Amount (Σ)	Percentage (%)
1.	Equivalent	To show intimacy	97	51.32
		To show superiority	12	6.35
		To show respect	35	18.52
		To show anger	5	2.65
		To show familiarity	8	4.23
		To assert power	15	7.94
		To offer solidarity	7	3.70
		To mock	8	4.23
		Σ	187	98.94
2.	Non -equivalent	To show intimacy	1	0.53
		To show superiority	-	-
		To show respect	-	-
		To show anger	-	-
		To show familiarity	-	-
		To assert power	-	-
		To offer solidarity	1	0.53
		To mock	-	-
		Σ	2	1.06
Total			189	100

Table 3.3
Equivalence of Reasons of Choosing Address Terms

After analyzing the data, the researcher found two data with non-equivalence of reason of choosing address terms in SL and TL. First phenomenon occurred in data 11/IV/046/FN-FN/RO-RO. In this data, the reason of using address term in FN *Juno* is *to show intimacy*, but in TL, the address term is translated into TFN *Dewi Juno* which is used *to show respect*. It belongs to non-equivalence data because there is a changing of the reason of addressing in SL and TL.

The second phenomenon is in data I59/XXXIII/320/NN-FN/RO-DI. In the data, Leo addresses Apollo by using NN *Music man* to offer solidarity, but in TL, NN *Music man* is translated into ToH *Dewa Musik* which is used to show respect. So, this data also belongs to non-equivalence.

In conclusion, from 189 data, 187 or 98.94% the reason of choosing the address terms found in *The Blood of Olympus* novel and its translation are equivalent. While the non-equivalence of the reason of choosing the address terms includes 2 data or 1.06%. The findings show that the translation of address terms in *The Blood of Olympus* is good, because more than 75% data are equivalent.

3.3 Social Factors Affecting the Use Of Address Terms Found in *The Blood Of Olympus* Novel and Its Translation

The last is the researcher analyzed the social factors affect the use of address terms found in *The Blood of Olympus* novel and its translation by using Wardhaugh's theory of Social Factors of Addressing. According to Wardhaugh (2006: 272), social factors which govern the choice of addressing others are: the particular occasion, the social status or rank of the other, gender, age, family relationship, occupational hierarchy, transactional status, race, or degree of intimacy.

In this research, the researcher found six social factors which affect the use of address terms, as shown in the following table:

No.	Social Factor		Amount (Σ)	Percentage (%)
	SL	TL		
1.	Degree of Intimacy (DI)	- Degree of Intimacy (DI)	84	44.44
		- Rank of Other (RO)	1	0.53
2.	Rank of Other (RO)	Rank of Other (RO)	79	41.80
3.	Family Relationship (FR)	Family Relationship (FR)	17	8.99
4.	Transactional Status (TS)	Transactional Status (TS)	5	2.65
5.	Occupational Hierarchy (OH)	Occupational Hierarchy (OH)	2	1.06
6.	Particular Occasion (PO)	Particular Occasion (PO)	1	0.53
Total			189	100

Table 3.4
Social Factors of Addressing

From table 3.4, it can be seen that six social factors which affect the use of address terms in the *Blood of Olympus* novel are degree of intimacy (DI) with 85 data or 44.97% (84 or 44.44% data has same social factor in TL, and social factor of 1 data or 0.53% shifts into rank of other), rank of other with 79 data or 41.80%, family relationship with 17 data or 8.99%, transactional status (TS) with 5 data or 2.65%, occupational hierarchy (OH) with 2 data or 1.06%, and particular occasion (PO) with 1 data or 0.53%.

Degree of Intimacy (DI) is the most dominant factor which governs the use of address terms. There are 85 data or 44.97% data which are affected by DI. Then, the least social factor is Particular Occasion (PO) with only one data or 0.53%.

In conclusion, not all of the social factors which is proposed by Wardhaugh (2006, 272) occur in *Blood of Olympus* novel and its translation. The social factors which do not occur are gender, age, and race.

4. CONCLUSION

After analyzing data, the writer covers some conclusions as the answers of the problem statements. She concludes that from the three theories mentioned in Chapter II, the theories of Wardhaugh and Tillit are successfully used for analyzing. There are fourteen types of address terms found in the *Blood of Olympus* novel and its translation. They are: (1) title (T) which is divided into three types, title of honorific (ToH), title of occupation (ToC), and title of rank (ToR); (2) first name (FN); (3) short first name (SFN); (4) diminutive first name (DFN); (5) last name (LN); (6) full name (FIN); (7) title plus last name (TLN); (8) title plus first name (TFN); (9) endearment (EN); (10) kinship term (KT); (11)

mockery term (MT); (12) nickname (NN); (13) teknonym (Tkn); (14) endearment plus first name (EN+FN).

There are equivalent and non equivalent of the reason of choosing address terms found in the *Blood of Olympus* novel and its translation. 187 data or 98.94% are equivalent and 2 data or 1.06% are not equivalent. The reasons of choosing address terms in *The Blood of Olympus* novel found are: (1) to show intimacy, (2) to show superiority, (3) to show respect, (4) to show anger, (5) to show familiarity, (6) to assert power, (7) to offer solidarity, and (8) to mock.

There are six social factors which affect the use of address terms in the *Blood of Olympus* novel. They are: (1) degree of intimacy (DI), (2) rank of other (RO), (3) family relationship (FR), (4) transactional status (TS), (5) occupational hierarchy (OH), and particular occasion (PO).

The findings of this study show that some address term types which occur in aristocratic novel are not included in the address system proposed by Tillit(1985), Chaika(1989), and Wardhaugh(2006). They are Full Name (FIN), Title plus First Name (TFN), Mockery Term (MT), Teknonym (Tkn), and Endearment plus First Name (EN+FN). Then, not all of the social factors which is proposed by Wardhaugh (2006, 272) occur in the novel and its translation. The social factors which do not occur are gender, age, and race.

The result of this study gives implication for the English students specifically and toward the society commonly. Address system and communication are two things which cannot be separated. Knowing the types, reasons, and social factors of addressing is important for them since they build communication every day. By conducting this research and finding some new types of address terms, the writer wants to give more choices of addressing which will enrich the knowledge and can be used appropriately in daily communication.

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